

Report Parameters :

AE INITIALS :

AE LOC :

AE RC :

BILLING SUMMARY : YES

GENERATE :

MAKEGOODS : YES

BUSINESS TYPE :

ORDER TYPE :

PRE PRINTED :

PRINTED DATE :

REV NUM : 1

ORDERS OF

SORT BY : By Order Number

REQUEST ID :

REQUEST RUN ID :

ORDER RANGE : 80970

KYW TV3

1555 Hamilton Street, . PHILADELPHIA PA 19130

KYW TV3

AND

CONTRACT NO. REV.

1041-80970-1

DATE PRINTED

10/22/12

PAGE 1

8131	AGENCY (OR SERVICE) ACTING AS AGENT FOR 188426			ADVERTISER (OR AGENCY AND ADVERTISER)		<div>Cancellation Notice</div> <div>Required</div> <div>Announcement 28 days</div> <div>prior notice</div>
NAME	THE CAMPAIGN GROUP, INC.			MARKELL FOR DELAWARE		
AND	1600 Locust St			325 E Main St		
ADDRESS	Philadelphia	PA	19103-6305	Newark	DE 19711-7152	
	USA			USA		
CONTACT	Lisa Cabanel			PRODUCT- DE GOV		
LOCAL SALESPERSON	CAROLYN TYSON		AGENCY EST. NO.	PRODUCT CODE	1304	
NATIONAL SALESPERSON						
BROADCAST SCHEDULE STARTING 10/23/12 AND ENDING 10/29/12 NO. WEEKS: 1						

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1	M-F	2	05:58A	07:00A	30S	10/23/12-10/26/12 10/29/12-10/29/12	THIS MORNING (5:58-7AM)	3	810.00	2430.00
NP		1								
2	M-F	2	06:58A	09:00A	30S	10/23/12-10/26/12 10/29/12-10/29/12	CBS THIS MORNING	3	250.00	750.00
LUR		1								
3	M-F	2	06:58P	07:27P	30S	10/23/12-10/26/12 10/29/12-10/29/12	ENTERTAINMENT TONIGHT	3	900.00	2700.00
LUR		1								
4	M-F	2	07:28P	07:57P	30S	10/23/12-10/26/12 10/29/12-10/29/12	THE INSIDER	3	1000.00	3000.00
LUR		1								
5	T-Su	2	11:00P	11:35P	30S	10/23/12-10/28/12	LATE NEWS	2	1800.00	3600.00
LUR										
6	T-F	2	11:35P	12:37A	30S	10/23/12-10/26/12	DAVID LETTERMAN	2	700.00	1400.00
LUR										
7	T-F	2	05:00P	06:00P	30S	10/23/12-10/26/12	5PM EARLY NEWS	2	765.00	1530.00
NP										
8	M-F	1	06:00P	06:30P	30S	10/23/12-10/29/12	NEWS 3 AT 6	2	1440.00	2880.00
NP										
9	M-F	2	05:27A	05:58A	30S	10/23/12-10/26/12 10/29/12-10/29/12	5:30AM NEWS THIS MORNING	3	275.00	825.00
LUR		1								

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

KYW TV3

1555 Hamilton Street, . PHILADELPHIA PA 19130 KYW TV3
AND

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ADDRESS	Philadelphia	PA 19103-6305	Newark	DE 19711-7152	
CONTACT	USA Lisa Cabanel		USA PRODUCT- DE GOV		
LOCAL SALESPERSON	CAROLYN TYSON	AGENCY EST. NO.	PRODUCT CODE	1304	
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			FROM	TO						
10 LUR	T	1	10:00P	11:00P	30S	10/23/12-10/23/12	VEGAS	1	5500.00	5500.00
11 LUR	W	1	10:00P	11:00P	30S	10/24/12-10/24/12	CSI: CRIME SCENE	1	6000.00	6000.00
12 LUR	F	1	10:00P	11:00P	30S	10/26/12-10/26/12	BLUE BLOODS	1	4500.00	4500.00
13 LUR	Su	1	10:00P	11:00P	30S	10/28/12-10/28/12	THE MENTALIST	1	4500.00	4500.00
Total Contract:								27		39615.00
Billing Summary										
Qtr 4-12						Oct	Nov	Dec	Total	
						34940.00	4675.00	.00	39615.00	
GRAND TOTAL									39615.00	

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